

# ***Click It Or Ticket Campaign***

**May 18-31, 2015**



## **Sample Talking Points**

### **General Campaign Information**

- Police departments, sheriff's offices, and the Michigan State Police will conduct seat belt enforcement zones May 18-31.
- The annual *Click It Or Ticket* campaign is Michigan's ongoing enforcement and education effort to reduce traffic deaths and serious injuries by increasing seat belt use.
- Seat belt use in Michigan has fallen in recent years from a high of 98 percent in 2009 to 93 percent last year.
  - Every 1 percent increase in belt use results in approximately 10 fewer traffic deaths and 130 fewer injuries.
- Buckling up can reduce the risk of serious injury or death by 45 percent.
  - According to the University of Michigan Transportation Research Institute, 2,659 lives have been saved due to primary seat belt enforcement since the law began in 2000.
- Twenty people died in Michigan traffic crashes during the 2014 Memorial Day holiday period. Of those, seven were motorcyclists and nine were vehicle occupants, one of whom was not wearing a seat belt.
- The extra enforcement is paid for with federal funds administered by the Michigan Office of Highway Safety Planning. The money cannot be used for other programs.
  - For the first time seat belt enforcement will take place in all 83 Michigan counties.

### **Seat Belt Enforcement**

- The mobilization is about saving lives, not just writing tickets.
- Seat belt enforcement zones are clearly marked with large road signs.
  - The zone involves law enforcement officers serving as spotters on the lookout for unbuckled motorists. The information is provided to other officers in the zone who pull over the motorists and issue a citation.
  - Seat belt enforcement zones can also help identify drunk drivers and those with suspended and revoked licenses, felons, and fugitives.

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- For many drivers the threat of a ticket has proven to be a greater incentive to buckle up than the risk of death or life-altering injury.
- Michigan has a primary enforcement law which allows officers to stop motorists who are not buckled up. The fine and associated costs for unbuckled adults is \$65.
- Michigan law requires drivers, front seat passengers, and passengers 15 and younger in any seating position to be buckled up. Children must be in a car seat or booster seat until they are 8 years old or 4'9" tall, and children 4 years old and under must be in the back seat.

### **General Traffic Crash Statistics**

*According to the Michigan State Police Criminal Justice Information Center*

- Michigan traffic deaths fell from 951 in 2013 to 876 in 2014.
- In 2014, 188 people who died in traffic crashes in Michigan were not wearing their seat belts.
- Alcohol-involved fatalities dropped 17 percent, from 284 in 2013 to 236 in 2014.
- Drug-involved traffic deaths were down 9 percent, from 165 in 2013 to 150 in 2014.
- Overall traffic crashes increased 3 percent, from 289,061 in 2013 to 298,699 in 2014.
- Traffic injuries remained nearly unchanged, at 71,031 in 2013 to 71,378 in 2014.
- Serious injuries fell 7 percent, from 5,283 in 2013 to 4,909 in 2014.